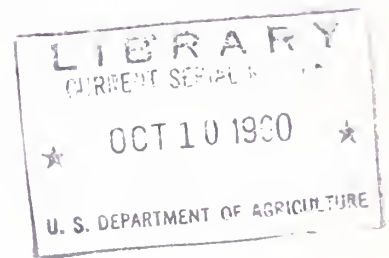


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# 3 The Household Market for Selected Canned Fruits and Vegetables

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Marketing Research Report No. 4 2 7

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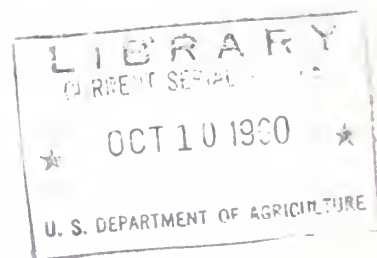
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# <sup>3</sup>The Household Market for Selected Canned Fruits and Vegetables

3a  
inside



7a

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<sup>5b</sup>  
U. S. DEPARTMENT OF AGRICULTURE,  
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## PREFACE

This study is part of a broad program designed to expand the market for farm products. Specific objectives were to report for the first time, chiefly for the benefit of growers and canners, seasonal changes in household consumer purchases of selected canned fruits and vegetables on a national and regional basis, and to establish the relationship of certain family characteristics to annual purchases. The report presents, by regions, the household market profile for canned peaches, pears, fruit cocktail, sweet corn, snap beans, and green peas based on household purchase data from July 1958 to June 1959.

The data were obtained on a historical basis from the National Consumer Panel of the Market Research Corporation of America under contract to the U. S. Department of Agriculture. The data are based on weekly reports from a representative nationwide sample of approximately 6,000 families. Estimates are limited to purchases by household consumers and do not reflect buying by restaurants, hotels, hospitals, or other institutional outlets.

The authors are indebted to Howard L. Stier, Director, Division of Statistics, National Canners Association, for counsel during the planning and development of the study. William S. Hoofnagle of the Market Development Research Division was director for the study.

September 5<sup>th</sup> 1960 //

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X THE HOUSEHOLD MARKET FOR SELECTED  
CANNED FRUITS AND VEGETABLES X

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### HIGHLIGHTS

Seasonally, per capita purchases of canned peaches, pears, and fruit cocktail for home use in the United States from July 1958 to June 1959 were high during winter and spring and low during summer. Purchases of three canned vegetables (corn, snap beans, and peas) also were high in the winter months--January, February, and March--when over one-fourth of the total volume was moved into household channels. Purchases of canned vegetables per person were lowest in July and August, when liberal supplies of fresh vegetables were available.

During the year reviewed, about 6 out of every 10 of the 51 million U. S. families bought canned peaches. Canned fruit cocktail was bought by nearly as many, but canned pears were purchased by only about 4 out of 10. The proportion of families buying the canned fruits was largest in early spring and lowest during late summer.

Slightly more than half of all U. S. families bought canned snap beans in 1958-59, while about 7 out of 10 households purchased canned corn and canned peas. In the peak winter month, the proportion of families buying the canned vegetables ranged from 11 to 16 percentage points higher than the summer low.

Of the three fruits studied, canned peaches were by far the most important item purchased by the Nation's families. Per capita purchases of peaches for household consumption averaged the equivalent of about 2.5 No. 2-1/2 cans, valued at 81 cents for the year. Canned pears were purchased at a rate of just under one can per person for an annual expenditure of 35 cents. Average purchases per capita of canned fruit cocktail, equivalent to slightly more than one No. 2-1/2 can, cost about 49 cents. Per capita purchases of canned peaches and pears were highest in the West and lowest in the South; for fruit cocktail, buying per person was highest in the Northeast and lowest in the South.

Consumers purchased 11.2 cans (equivalent No. 303) of corn, snap beans, and peas per person in 1958-59, for which they paid an average of \$2.04. Per capita purchases of canned sweet corn amounted to slightly more than four cans at an annual expenditure of 76 cents. The purchase rate of canned peas, at four cans, was nearly one can higher than that of snap beans. Expenditure for canned peas totaled 70 cents per person compared with 58 cents for snap beans. In general, purchase rates were lowest in the South and highest in the Northern States.



## CANNED FRUITS

Civilian per capita consumption of canned fruit for all domestic uses has trended slightly upward since 1948. Annual consumption of the canned fruits averaged about 23 pounds in 1958 (fig. 1).<sup>1/</sup>

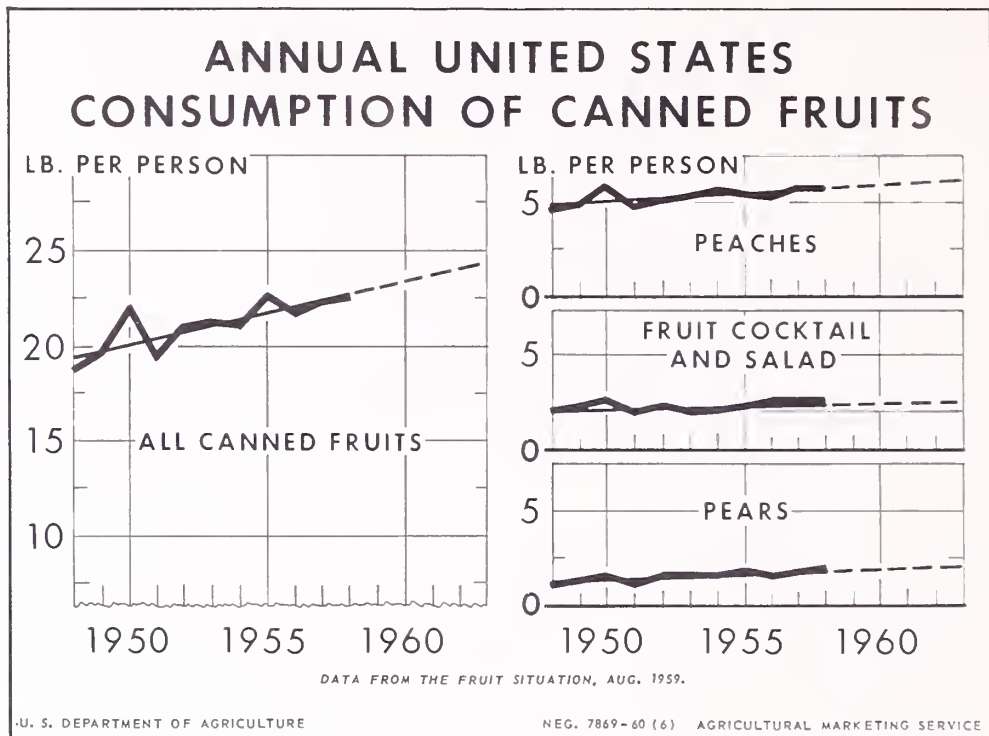


Figure 1.

Peaches, the most important canned fruit in terms of volume, accounted for about one-fourth of the 1958 per capita consumption of all fruits. Since 1948, the per capita intake of canned peaches in the United States has increased by about one-fourth.

Per capita consumption of canned pears increased steadily during the last decade. In percentage, the increase has been substantially above that of canned peaches, fruit cocktail, and average of all canned fruit. In 1958, pears accounted for about one-tenth of all canned fruit consumed in the Nation. Consumption of fruit cocktail and fruit salad increased slightly during the 11 years, 1948-58, averaging somewhat over 2 pounds per person during the period. Fruit mixtures accounted for about 10 percent of total canned fruit used in the United States in 1958.<sup>2/</sup>

<sup>1/</sup> Household purchase data obtained for this study on canned fruits are not available for a sufficient period to reveal trends. Trend information is available from the calculated total domestic disappearance, published by the Agricultural Marketing Service (fig. 1).

<sup>2/</sup> Household purchase data in this report apply solely to canned fruit cocktail (not canned fruit salad).



Canned peaches.--From July 1958 to June 1959 about one-fourth of the 51 million families in the United States bought canned peaches each month. Buying families purchased canned peaches 1.5 times during most months with monthly purchases averaging slightly over 2 cans (tables 1 and 2).<sup>3/</sup>

On an annual basis, about 60 percent of the families in this country bought canned peaches at some time during the year (fig. 2). About a third of these, or 20 percent of all families, were light buyers; another third, medium buyers; and the remaining third, heavy buyers. Heavy buyers accounted for about 70 percent of the household market for canned peaches during the year, medium buyers 22 percent, and light buyers less than 10 percent.

Light, medium, and heavy buyers of canned peaches as well as those buying canned pears and fruit cocktail were classified on the basis of the following ranges in size of purchase:

	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>
Peaches.....	79 oz. or less	80-188 oz.	over 188 oz.
Pears.....	34 oz. or less	35-89 oz.	over 89 oz.
Fruit cocktail...	34 oz. or less	35-91 oz.	over 91 oz.

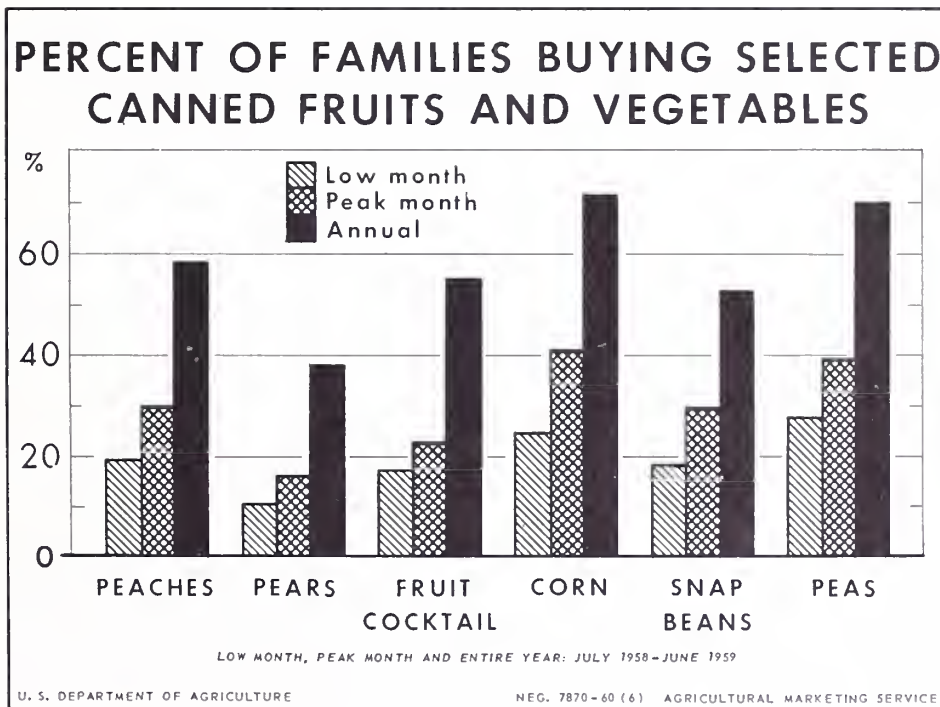


Figure 2.

<sup>3/</sup> A can of fruit in this report means the equivalent of the No. 2-1/2 cans, weighing 29.79 ounces; a case means the equivalent of 24 No. 2-1/2 cans. Collectively, more peaches, pears, and fruit cocktail are sold in No. 2-1/2 cans than in cans of any other size.

Purchases of canned peaches varied considerably from month to month during the year studied (fig. 3). Household purchases, both national and regional, were above average each month from October to April with the exception of December. <sup>4/</sup> Activities during the holiday season may cause a temporary decline in the household demand for canned peaches. <sup>5/</sup>

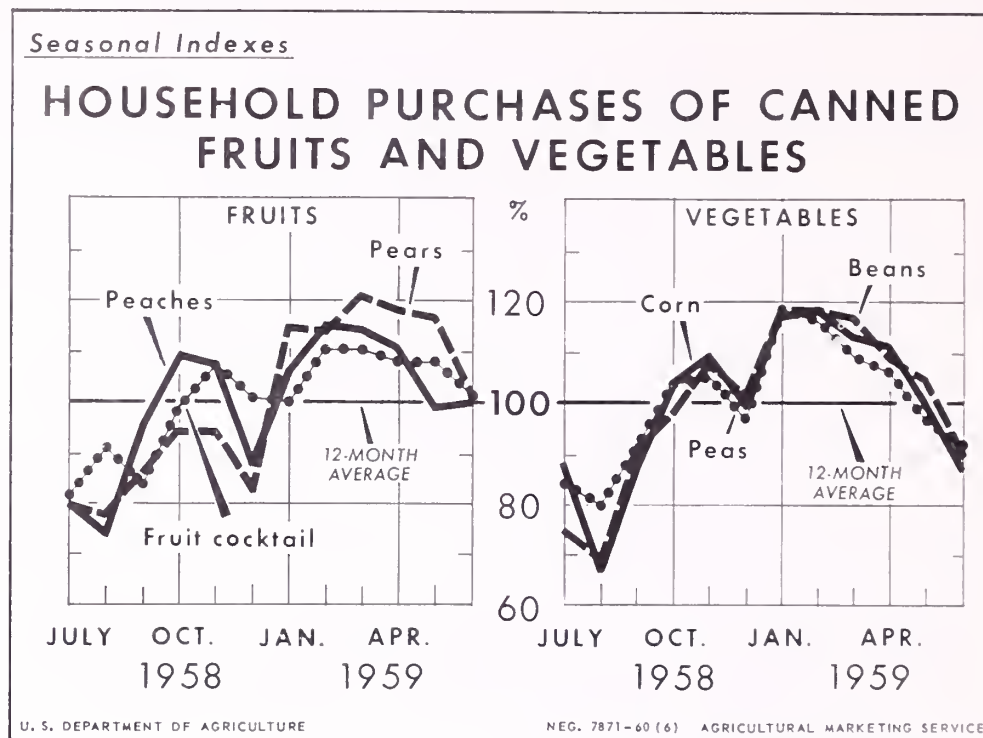


Figure 3.

During July and August, family purchases of canned peaches were particularly low. This may be attributed to the abundant supply of fresh fruit available during the summer.

Highest canned-peach purchase rates were found among families without children. Such households bought about 3.5 cans per person at an annual cost of \$1.19. The next highest purchase rate occurred among families with children 13 to 17 years old (table 3).

<sup>4/</sup> The 4 regional areas are: Northeast--Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania; North Central--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North and South Dakota, Nebraska, and Kansas; South--Delaware, Maryland, District of Columbia, Virginia, West Virginia, North and South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, and Texas; West--Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California. The approximate 1959 distribution of U. S. households by regions is as follows: Northeast, 26 percent; North Central, 29 percent; South, 30 percent; and West, 15 percent.

<sup>5/</sup> Based on a survey of selected supermarkets in the Philadelphia-New Jersey area, the National Cannery Association reported seasonal variations in purchases of canned peaches similar to those cited in the present study.

Although per capita purchases and expenditures for canned peaches averaged highest among high-income groups at the national level, there was considerable regional variation. In the Western and North Central regions highest per capita purchases and expenditures were associated with low income.

From July 1958 to June 1959, household purchases of canned peaches in the United States totaled about 17 million cases, having a retail value exceeding \$136 million. On a per capita basis, U. S. householders purchased about 2.5 cans of peaches in 1958-59 costing 81 cents (fig. 4). Highest per capita buying of canned peaches was found in the West. However, a higher price per unit in the Northeast equalized per capita expenditures in the two regions (table 5). Both per capita purchases and expenditures were lowest in the South.

Not all canned peaches are consumed in homes. Appreciable quantities enter the institutional market. During the 12-month period studied, household purchases accounted for slightly over two-thirds of the total pack.

Canned pears.--During each month of the year, 11-16 percent of all families in the country bought canned pears. These buying families were found to purchase canned pears slightly less often than 3 times every 2 months. Purchases per buying family in the Western and North Central regions exceeded the national average (about 1.5 cans in practically all months), averaging 2 cans during some months of the year (tables 6 and 7).

About 6 out of every 10 families in the United States did not buy canned pears during the year. Seven out of 10 families in the South did not purchase canned pears (fig. 2). In each of the regions and in the Nation as a whole, a third of the buyers accounted for about 70 percent of the household market for canned pears, a third purchased 22 percent, and the remaining third acquired less than 10 percent.

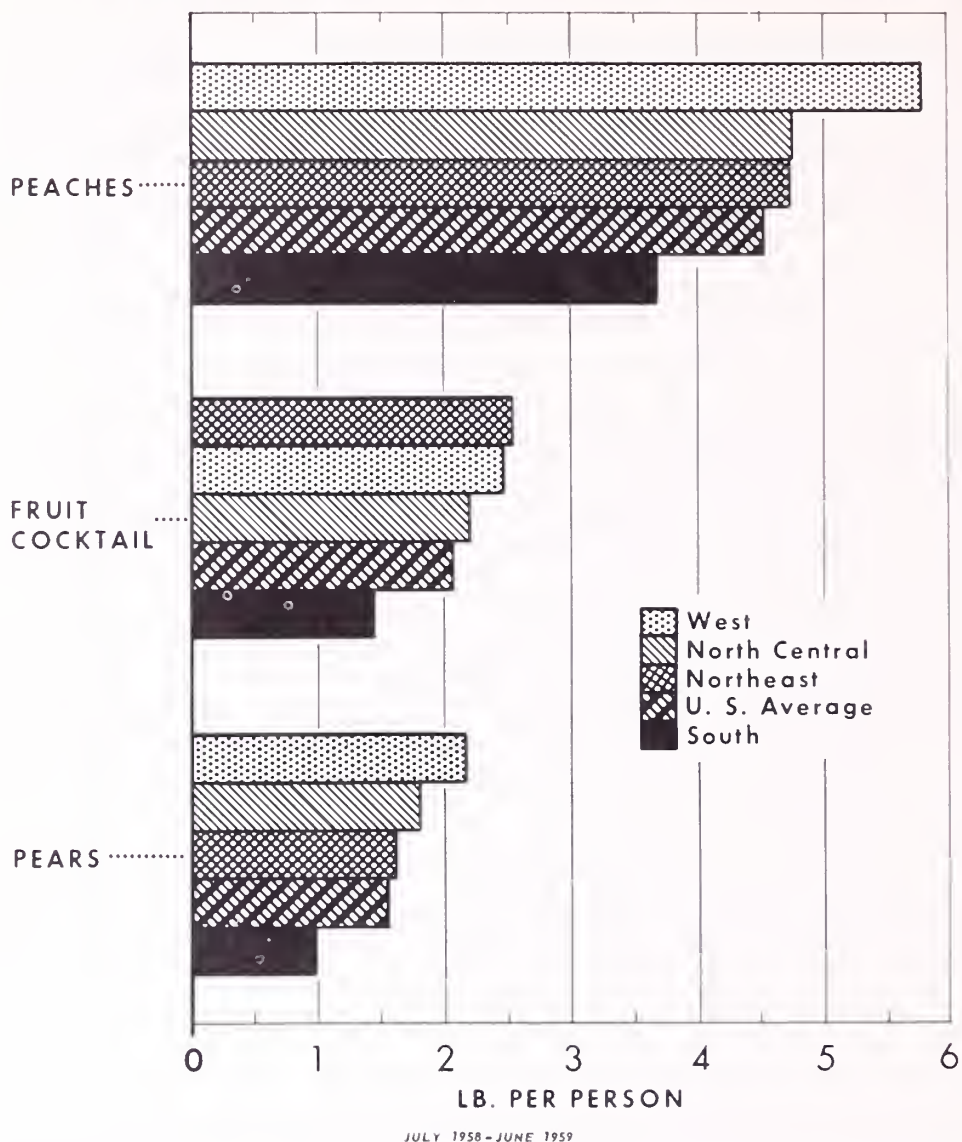
Monthly purchases of canned pears were higher than average, both nationally and regionally, from January to May. During July, August, and December, household purchases of canned pears were especially low. The decline in demand during these 3 months probably is due to an abundant supply of fresh fruit during the summer and increased emphasis on competitive foods during the December holidays (fig. 3).

During the year, high-income families spent an average of 43 cents per person for canned pears compared with nearly 29 cents per person among other households (table 8). The purchase rate among the well-to-do families--about one can per person--was considerably above the average of 0.8 cans for all families. Families without children bought over twice as many canned pears as those having children 6-12 years of age. The smallest families spent about five times as much per person as those having six or more members. Expenditures for canned pears totaled 43 cents per person in families living in the largest cities as compared with 12 cents in farm households.

Household purchases of canned pears in the United States amounted to nearly 6 million cases valued at more than \$58 million. Quantities bought per person and expenditures per person for canned pears were largest in the Western region where prices were lowest. Lower purchase rates in the South appeared to be associated with higher prices. For example, a No. 2-1/2 can of pears was priced about 7 cents higher in the South than in the West (tables 9 and 10).



# HOUSEHOLD PURCHASES OF SELECTED CANNED FRUITS, U. S. AND REGIONS



JULY 1958 - JUNE 1959

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7872-60 (6) AGRICULTURAL MARKETING SERVICE

Figure 4.

Purchases of canned pears for household use accounted for about three-fourths of the total pack during the period studied.

Canned fruit cocktail.--About one out of every five families made a purchase of canned fruit cocktail each month during 1958-59. Monthly purchases of these buying families averaged just under 1.5 cans. Also, each buying family purchased fruit cocktail about three times every 2 months (tables 11 and 12).

At least one can of fruit cocktail was bought by slightly over one-half of the families in the Nation during the year (fig. 2).

Heavy buyers accounted for nearly 70 percent of the household market for canned fruit cocktail; medium buyers, 22 percent; and the remainder, less than 10 percent of total volume, was acquired by light buyers.

Purchases of canned fruit cocktail were particularly high from February to May, and in November (fig. 3). The dip in purchases of this item during December and January may be associated with holiday cooking. During July, August, and September, household purchases of canned fruit cocktail were especially low. Fresh fruits probably are substituted for canned items at that time.

During the year, families that purchased largest quantities of canned fruit cocktail in the United States were likely to have the following characteristics: Small households, housewife employed full-time outside the home, older homemakers, and residence in a city with a population of 50,000 to 499,999 (table 13). There were no appreciable differences in purchase rates between families solely on the basis of income. In contrast, there was a considerable difference in purchase rate by size of family. Per capita buying in one and two member households averaged 48 ounces, at a cost of 72 cents, as compared with a rate of 20 ounces, costing 28 cents, in the largest households.

Purchase patterns for canned fruit cocktail in the South coincided with the national average with regard to family income and city size. However, per capita purchases and expenditures were considerably higher among low-income families in the Northeast and West.

In the year studied, household purchases of canned fruit cocktail in the United States totaled nearly 8 million cases and cost about \$82 million (table 14). This can be compared with the 17 million cases of canned peaches bought for home use.

Like purchases of both canned peaches and canned pears, household purchases of canned fruit cocktail accounted for about three-fourths of the total pack during the year studied. Institutional outlets, such as schools, restaurants, and hospitals, utilized the remaining one-fourth of the annual pack.

Household purchases averaged 33 ounces of canned fruit cocktail per person for a cash outlay of 49 cents, from July 1958 to June 1959. Purchases and expenditures per person were highest in the Northeast, with those in the West only slightly lower. They were lowest in the South for all three canned fruits. The average price paid per can of fruit cocktail varied little from region to region (table 15).

## CANNED VEGETABLES

An upward trend in per capita consumption of all canned vegetables occurred in the period 1948-58 (fig. 5). Per capita use of canned snap beans and sweet corn rose steadily, despite increased use of these vegetables in frozen form. However, per capita consumption of canned peas declined possibly as a result of a sizable increase in the consumption of frozen peas.<sup>6/</sup>

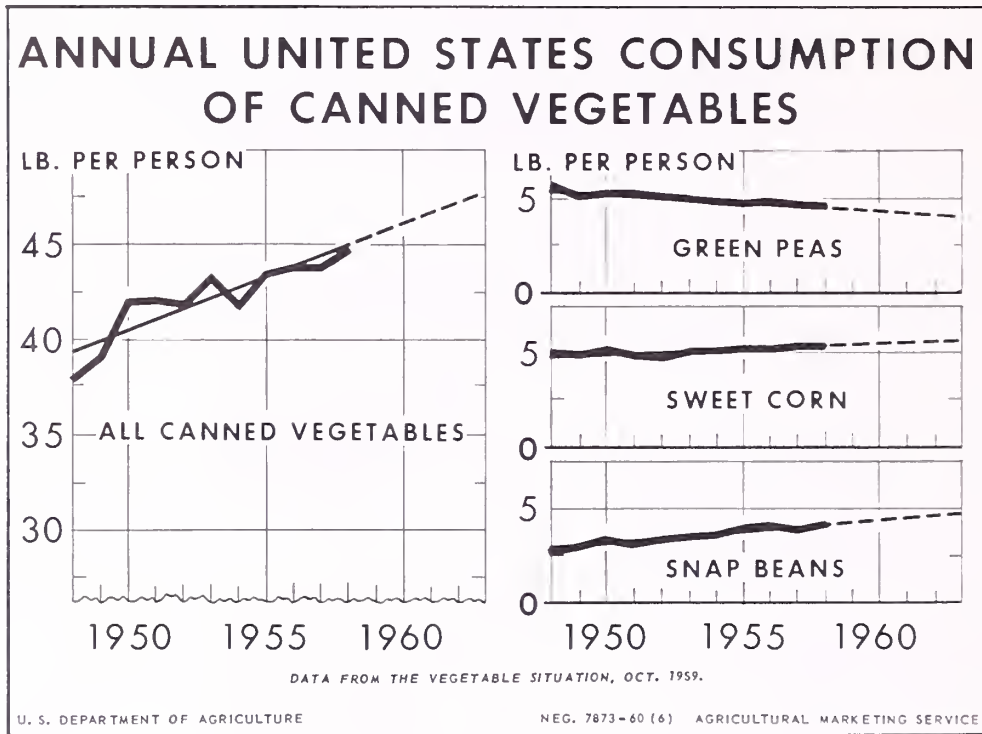


Figure 5

Canned corn.--About 71 percent of all U. S. families made a purchase of canned sweet corn in 1958-59 (fig. 2). The proportion of buying families varied from 75 percent in the Northeast to 64 percent in the South. On a monthly basis (4 week periods), 24 to 25 percent of families in each region bought canned corn in August 1958. In January 1959 canned corn was purchased by more than 45 percent of all families in the Northeast and by about 38 percent in the South and West (tables 16 and 17); the National average was 41 percent.

About 3 out of every 10 U. S. families purchased no canned corn during the year, with nearly 36 percent of all families in the South classed as nonbuyers. One-third of the buying households accounted for 69 percent of the total volume of canned corn purchased. The one-third of households classified as light buyers made less than 8 percent of all purchases.

<sup>6/</sup> Household purchase data obtained for this study on canned vegetables are not available for a sufficient period to reveal trends. Trend information is available from another source: the calculated domestic disappearance, published by the Agricultural Marketing Service.



Light, medium, and heavy buyers of canned corn, peas, and snap beans were divided into three groups on the basis of the following sizes of purchase:

	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>
Corn.....	63 oz. or less	63-147 oz.	over 147 oz.
Peas.....	64 oz. or less	64-140 oz.	over 140 oz.
Snap beans....	61 oz. or less	61-154 oz.	over 154 oz.

Although a smaller proportion of households in the South bought canned corn in 1958-59, they bought a slightly larger volume in most months of the year than families in other regions. Southern families also made more frequent purchases of canned corn, with the result that the average size of purchase in 1958-59 was slightly less than the national average.

Less than 6 percent of canned corn bought by householders in the 1958-59 period was purchased in August 1958; this was the low-volume month in all regions and coincided with the peak period for fresh sweet corn supplies.

Heaviest buying occurred in January and February 1959 with each month accounting for nearly 10 percent of total annual purchases. The per capita purchase rate ranged from 3.4 ounces of canned corn in a 4-week period in August 1958 to 6 ounces in a similar period in February 1959 (fig. 3).

Families which led in per person buying of canned corn were likely to have at least some of the following characteristics: Income in the \$4,000-6,000 range, no children, 1 or 2 members, the wife employed outside the home on full-time basis, and a residence in a small or medium size city (figs. 6 and 7). Families of these types bought canned corn at a rate ranging from 4.4 to 5.1 cans per person.<sup>7/</sup> In contrast, those families with annual incomes above \$6,000, having children in more than one age group, with 6 or more members, with a partially employed homemaker of 35-44 years of age, and living in a farming community had per capita purchases ranging from 2.4 to 4.0 cans (equivalent No. 303 size) (table 18). Such factors as income and age and employment status of housewife appeared somewhat less important than presence of children, household size, and place of residence, with respect to differences in purchase rates. Families living in small and medium-size cities, on the average, purchased about twice as much canned corn per person as farm families. Per capita purchases in small households (one or two members) were nearly 2 cans greater than in large families (six or more members).

U. S. household consumers purchased the equivalent of 29 million cases (24 No. 303 cans) of canned corn from July 1958 to June 1959. Total expenditures for these purchases approximated \$128 million. On a per capita basis, householders bought about 4.1 cans of corn at a cost equivalent to 18.4 cents per No. 303 can. Householders in the North Central States led those from other regions in

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<sup>7/</sup> Cans of vegetables in this report are the equivalent of the No. 303 size; a case is equivalent to 24 No. 303 cans. Over 60 percent of the total 1958 pack of canned corn, snap beans, and green peas was in No. 303 cans.

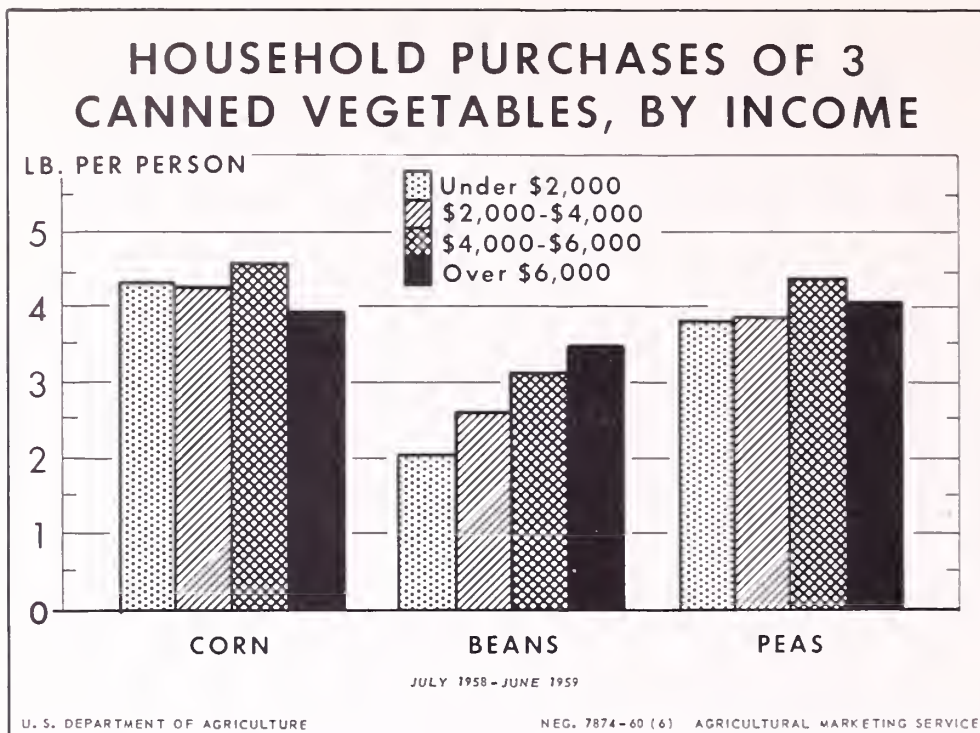
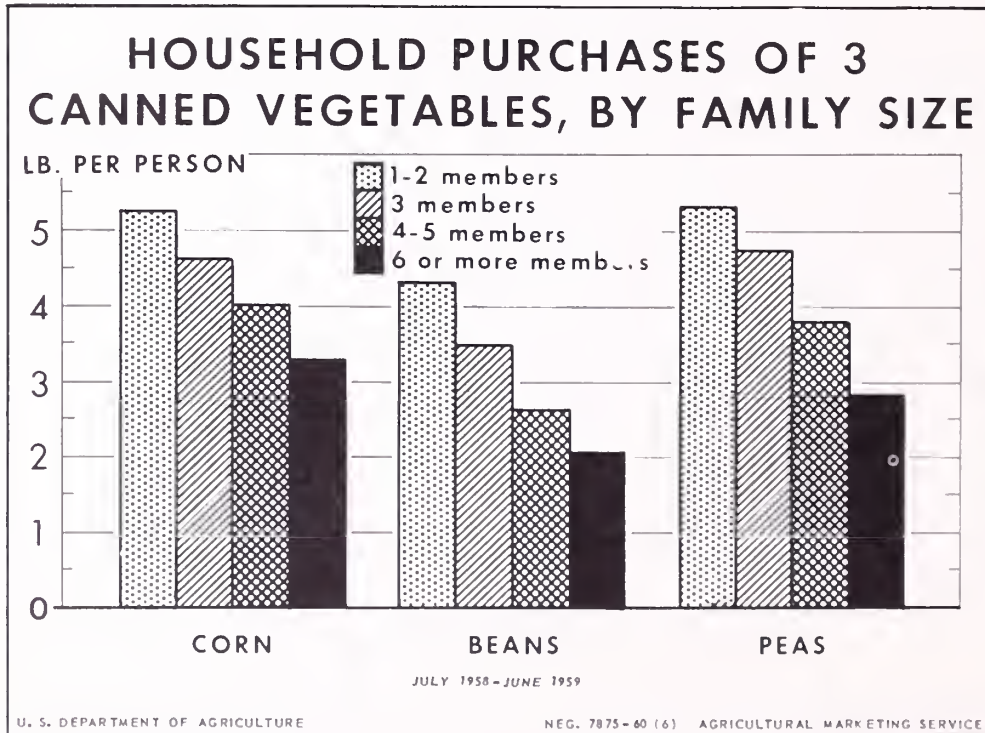


Figure 6.



per capita purchases. The purchase rate, at 4.6 cans per person, was about 10 percent above the national average. In the South per capita buying of corn, at 3.6 cans, was considerably below the average rate. Southern household consumers paid 18.9 cents per can of corn, 1.2 cents more than in the North Central region (tables 19 and 20).

Canned snap beans.--Canned green and wax beans were purchased by slightly more than half of U. S. families in 1958-59. Among the regions, the proportion of buying households varied from 44 percent in the South to 62 percent in the West. For the Nation as a whole, the proportion of buying families was about 11 percentage points greater in the peak month (January) than in the low month (August). Greater seasonal variation occurred among home consumers in the North Central States where the proportion of families buying canned snap beans in January was nearly double that for August (tables 21 and 22).

Just under 70 percent of all canned snap beans were purchased by one-third of the buying families in all regions. Light or infrequent buyers (an additional third of buying families) accounted for only 7 percent of total purchases nationally.

Buying families purchased canned snap beans about three times every 2 months in 1958-59. During the peak month, purchases per buying household amounted to 3.3 cans of snap beans, 0.5 cans above the low-volume month. The average size of purchase was about two cans. Among the regions, the highest monthly purchase volume per buying family was reported in the South where the lowest percentage of households buying canned snap beans was found. In September, and again in November (4-week periods), purchases of snap beans per buying family in the South were equivalent to 3.7 No. 303 cans. The smallest quantity per buying family in a single 4-week period was bought in the Northeast, 2.6 cans in August.

Heaviest buying of canned snap beans for home use occurred during the winter (fig. 3). Purchases during the first quarter of 1959 accounted for about 26.6 percent of the 1958-59 total. In contrast, July-September 1958 buying amounted to slightly less than 18 percent of the year's purchase volume (table 24). Ample supplies of fresh snap beans are available in most sections during the late summer. For the most part, this pattern also prevailed in each of the regions. The purchase rate reached a low in August 1958 when 2.6 ounces of canned beans were bought per person. It rose to 4.3 ounces in January, February, and March 1959.

Per capita purchases of canned green and wax beans varied directly with income but declined as family size increased. Highest purchase rates were associated with small families, households living in cities of less than one-half million population, families without children in the home or with teenagers present, above average income, and fully employed housewives. In these types of homes, annual purchase rates exceeded the equivalent of 3.5 No. 303 cans per person with the peak, at 4.4 cans, in one or two-member households. Low purchase rates, below 2.8 cans, occurred in families with less than \$4,000 annual income, households having children in more than one age group, large families, and those living in small communities. Farm family purchases, approximately one can per person, were two cans below the average for all households. Homes with six or more members or those with less than \$2,000 annual income bought canned snap beans at one can less than the national purchase rate (table 23).



About two-thirds of all canned snap beans were purchased by families where the homemaker was not concerned with outside employment. Cities of more than 50,000 population also provided markets for just under two-thirds of the purchase volume.

In the 12-month period, consumers paid \$97.4 million for the approximately 22 million cases (equivalent 24 No. 303 cans) of canned green and wax beans they purchased for home use. On a per capita basis Westerners purchased canned snap beans at an annual rate which exceeded the national average (3.1 cans per person) by one can and that of Southerners by 1-1/2 cans.

Consumers spent an average of 18.7 cents per can for green and wax beans during 1958-59. Expenditures ranged from 17.9 cents per can in the North Central States to 19 cents in the Northeast. On a per person basis, householders in the South spent 48 cents during the year for canned beans compared with 77 cents in the West (tables 24 and 25).

Canned green peas.---An estimated 7 out of every 10 U. S. families bought canned green peas in 1958-59. There was considerable regional variation, with the proportion buying in the Northeast reaching 74 percent compared with about 59 percent in the West. On a monthly basis (28-day periods), the proportion of families buying canned peas nationally ranged from a low of 28 percent in August to 39 percent in January. Nearly 32 percent of all Northeastern families bought canned peas in August, 10 percentage points above the West. The contrast between Northeast and West was even sharper in January, the peak month (fig. 2). The proportion of buying families in the Northeast was about 16 percentage points above the level among Western households (tables 26 and 27). Nationally heavy buyers of canned peas were responsible for 70 percent of the purchase volume while light buyers (one-third of buying families) made less than 8 percent of all purchases.

Buying families purchased an average of 2.9 cans of peas per month (28-day period) during 1958-59. In most months, family purchases were slightly above the national average in the Northeast but slightly below that level in the West. Householders in the West also tended to purchase canned peas slightly less often than other families.

Winter purchases of canned peas accounted for approximately 26 percent of the total volume with January slightly ahead as the peak month. The smallest quantity of canned peas was purchased in August. January purchases totaled 2.5 million cases compared with the 1.7 million cases bought in a 4-week period in August (fig. 3).

Nationally, highest per capita purchases of canned peas were found among families with annual incomes in the \$4,000-\$6,000 range. However, the national high purchase rate, 4.2 cans, is an average of regional data which in this case tends to be misleading. For example, highest purchase rates in the Northeastern and North Central regions were in the lowest income groups, under \$2,000. There, purchase rates exceeded 5.3 cans. In contrast, highest per capita purchases in the South appeared in families with incomes in excess of \$6,000. In no case did the high regional purchase rate appear in an income group that coincided with the one in which the national high rate appeared (table 28).

Homes in which no children were present registered a purchase rate of 4.9 cans per person in 1958-59 while those families with youngsters in more than one age group had a purchase rate of three cans. Households in which the homemaker was employed all or part of the time or was over 45 years of age provided better markets (in per capita terms) for canned peas than those with younger housewives who remained at home.

Small families, those with one or two members, bought an average of 5.2 cans of peas per person in 1958-59, nearly double the purchase rate among large families. Lowest purchase rates also were associated with households in farm communities. Nationally, highest per capita purchases occurred in small cities. However, Southern families differed from households in other regions in that consumers in the largest cities bought canned peas at the highest rate, 5.4 cans per person.

Slightly more than 28 million cases (equivalent to 24 No. 303 cans) of canned peas were bought at a cost of \$118 million by household consumers in 1958-59. Purchases per person amounted to 4 cans nationally. At an average cost of 17.5 cents per can, annual per capita expenditure for canned peas totaled 70 cents. The highest purchase rate was recorded in the Northeast where consumers bought 4.6 cans of peas per person. In the West per capita purchases were at their lowest, 3.3 cans. The level of prices paid reflected a difference of 1.2 cents per can on the average between Northeastern and North Central States--18 cents and 16.8 cents (tables 29 and 30).

Table 1.--Canned peaches: Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	24.0	22.4	21.1	22.0	22.4
August.....	18.8	18.6	19.0	20.1	19.0
September.....	22.9	23.4	23.0	24.2	23.3
October.....	30.7	23.8	23.3	24.8	25.6
November.....	29.5	24.6	23.6	27.4	26.0
December.....	27.8	24.0	21.6	22.5	24.1
January.....	32.4	27.8	23.8	25.8	27.5
February.....	29.6	30.3	28.7	27.9	29.3
March.....	32.7	29.2	28.4	28.5	29.8
April.....	32.0	28.6	26.7	30.5	29.2
May.....	30.0	26.1	26.7	26.7	27.4
June.....	27.6	26.8	25.6	27.5	26.8

Table 2.--Canned peaches: Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces
July.....	1.5	56.6	1.5	63.5	1.5	69.7	1.5	76.6	1.5	65.3
August.....	1.7	63.6	1.4	76.4	1.5	70.5	1.5	79.8	1.5	71.9
September.....	1.6	65.9	1.4	77.7	1.5	74.4	1.4	91.9	1.5	76.0
October.....	1.5	69.0	1.5	84.2	1.5	74.6	1.5	91.8	1.5	78.0
November.....	1.7	70.1	1.5	86.1	1.6	66.4	1.5	83.7	1.6	75.7
December.....	1.6	65.5	1.4	67.0	1.5	63.2	1.5	79.2	1.5	67.3
January.....	1.7	71.2	1.5	71.4	1.6	65.0	1.5	79.1	1.6	70.8
February.....	1.6	66.6	1.5	72.1	1.6	70.9	1.5	85.2	1.6	72.2
March.....	1.7	65.2	1.5	71.2	1.6	65.0	1.6	83.5	1.6	70.2
April.....	1.6	66.4	1.5	70.8	1.5	64.7	1.5	82.5	1.5	69.8
May.....	1.6	60.7	1.5	69.7	1.5	63.4	1.5	75.2	1.5	66.1
June.....	1.5	61.2	1.5	74.2	1.5	62.5	1.4	83.1	1.5	68.8



Table 3.--Canned peaches: Household purchases and expenditures per capita, United States and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases:	pendi-	chases:	pendi-	chases:	pendi-	chases:	pendi-	chases:	pendi-
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	67	0.81	96	1.06	53	0.58	118	1.15	69	0.76
\$2,000-\$3,999.....	94	1.12	77	.87	45	.50	103	1.00	68	.76
\$4,000-\$5,999.....	66	.82	76	.83	61	.66	91	.93	71	.79
\$6,000 and over.....	77	.96	73	.81	77	.85	86	.84	77	.87
Age of children:										
No children.....	97	1.23	108	1.22	99	1.09	122	1.22	105	1.19
5 years and under.....	62	.77	71	.81	47	.53	106	1.05	66	.75
6-12 years.....	65	.80	60	.62	51	.55	69	.68	60	.65
13-17 years.....	74	.90	76	.81	54	.59	98	.95	72	.79
Multiple age groups.....	62	.72	52	.57	38	.41	57	.56	50	.54
Employment of housewife:										
Outside full time.....	114	1.37	92	1.09	61	.70	88	.89	86	1.00
Outside part time.....	69	.87	53	.60	55	.60	106	1.03	65	.72
At home.....	68	.84	75	.83	58	.63	92	.91	70	.78
Age of housewife:										
Under 35 years.....	56	.71	57	.64	41	.47	77	.78	54	.62
35-44 years.....	74	.87	61	.66	54	.59	65	.65	63	.69
45 years and over.....	89	1.11	97	1.08	74	.80	121	1.18	91	1.01
Size of household:										
1 and 2 members.....	105	1.33	121	1.38	109	1.21	133	1.33	116	1.32
3 members.....	86	1.06	71	.77	75	.81	100	1.01	80	.90
4 and 5 members.....	62	.75	64	.71	46	.50	75	.73	60	.66
6 or more members.....	53	.59	48	.51	33	.37	48	.46	42	.45
Residence:										
Farm.....	20	.26	49	.54	39	.42	47	.50	42	.46
Cities, by population:										
Under 2,500.....	85	.98	50	.57	42	.48	61	.65	53	.60
2,500-49,999.....	93	1.18	81	.92	66	.71	84	.90	77	.87
50,000-499,999.....	57	.73	91	.98	77	.84	106	1.05	81	.88
500,000 and over.....	82	.99	86	.96	70	.77	108	1.02	86	.97

Table 4.--Canned peaches: Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi-	chases	pendi-	chases	pendi-	chases	pendi-	chases	pendi-
	ounces	dollars	ounces	dollars	ounces	dollars	ounces	dollars	ounces	dollars
July.....	180	2,193	213	2,398	222	2,431	131	1,316	746	8,338
August.....	158	1,915	212	2,375	202	2,209	125	1,229	697	7,728
September.....	200	2,400	272	2,839	257	2,664	174	1,608	903	9,511
October.....	280	3,209	300	3,138	262	2,751	177	1,726	1,019	10,824
November.....	274	3,212	316	3,424	236	2,521	179	1,718	1,005	10,875
December.....	242	2,924	240	2,686	206	2,287	139	1,379	827	9,276
January.....	305	3,775	297	3,286	233	2,663	159	1,611	994	11,335
February.....	261	3,185	326	3,695	307	3,430	185	1,840	1,079	12,150
March.....	282	3,512	310	3,582	279	3,167	197	1,990	1,068	12,251
April.....	282	3,501	302	3,477	260	2,986	196	1,921	1,040	11,885
May.....	241	3,036	272	3,164	255	2,857	156	1,609	924	10,666
June.....	224	2,841	297	3,346	241	2,704	178	1,739	940	10,630
52-week total..	3,211	39,262	3,640	40,483	3,211	35,303	2,156	21,334	12,218	136,382

Table 5.--Canned peaches: Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi-	chases	pendi-	chases	pendi-	chases	pendi-	chases	pendi-
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	4.2	0.05	4.4	0.05	4.0	0.04	5.6	0.06	4.4	0.05
August.....	3.7	.05	4.4	.05	3.7	.04	5.4	.05	4.1	.05
September.....	4.7	.06	5.7	.06	4.7	.05	7.4	.07	5.4	.06
October.....	6.6	.08	6.3	.07	4.8	.05	7.6	.07	6.0	.06
November.....	6.4	.08	6.6	.07	4.3	.05	7.7	.07	6.0	.06
December.....	5.7	.07	5.0	.06	3.8	.04	6.0	.06	4.9	.06
January.....	7.2	.09	6.2	.07	4.2	.05	6.8	.07	5.9	.07
February.....	6.1	.08	6.8	.08	5.6	.06	8.0	.08	6.4	.07
March.....	6.6	.08	6.5	.08	5.1	.06	8.4	.09	6.3	.07
April.....	6.6	.08	6.3	.07	4.7	.05	8.4	.08	6.2	.07
May.....	5.7	.07	5.7	.07	4.6	.05	6.7	.07	5.5	.06
June.....	5.3	.07	6.2	.07	4.4	.05	7.6	.07	5.6	.06
52-week total..	75.6	.92	76.2	.85	58.5	.64	92.5	.92	72.5	.81

Table 6.--Canned pears: Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	13.2	12.4	10.3	12.7	12.0
August.....	13.2	11.0	8.8	13.0	11.2
September.....	12.1	11.2	9.9	10.3	10.9
October.....	12.8	13.1	7.8	14.4	11.7
November.....	13.9	14.1	9.0	13.8	12.5
December.....	14.3	12.8	8.0	14.8	12.1
January.....	18.3	16.2	11.1	16.4	15.3
February.....	19.7	17.0	10.5	18.2	16.0
March.....	18.1	16.5	11.0	17.8	15.5
April.....	18.4	16.7	12.1	17.5	15.9
May.....	17.7	14.2	10.9	18.0	14.7
June.....	16.8	13.8	9.4	14.9	13.4

Table 7.--Canned pears: Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces
July.....	1.3	35.4	1.3	42.5	1.4	40.0	1.4	48.9	1.3	40.9
August.....	1.3	37.8	1.3	44.3	1.3	40.6	1.3	50.8	1.3	42.6
September.....	1.4	36.4	1.3	60.3	1.3	45.2	1.4	53.8	1.3	48.4
October.....	1.4	43.5	1.3	59.1	1.4	38.7	1.3	53.6	1.3	49.6
November.....	1.5	43.3	1.3	51.3	1.3	39.0	1.4	50.5	1.4	46.2
December.....	1.4	39.1	1.4	41.7	1.3	39.7	1.3	49.9	1.4	42.0
January.....	1.5	41.7	1.3	52.1	1.4	41.7	1.3	49.8	1.4	46.3
February.....	1.5	42.8	1.3	42.0	1.3	40.4	1.4	53.2	1.4	43.9
March.....	1.5	46.0	1.4	48.3	1.4	43.2	1.4	57.9	1.4	48.2
April.....	1.4	39.7	1.4	49.2	1.4	41.7	1.3	55.5	1.4	45.7
May.....	1.4	42.2	1.4	51.4	1.4	44.7	1.4	60.9	1.4	48.9
June.....	1.4	40.8	1.4	54.2	1.4	39.8	1.3	54.3	1.4	46.9

Table 8.--Canned pears: Household purchases and expenditures per capita, United States and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Expenditures		Expenditures		Expenditures		Expenditures		Expenditures	
	Purchases	per capita	Purchases	per capita	Purchases	per capita	Purchases	per capita	Purchases	per capita
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	24	0.38	35	0.49	7	0.11	47	0.61	19	0.26
\$2,000-\$3,999.....	28	.41	23	.33	9	.13	35	.42	19	.27
\$4,000-\$5,999.....	23	.34	27	.36	17	.25	33	.43	24	.33
\$6,000 and over.....	28	.43	32	.43	28	.42	34	.43	30	.43
Age of children:										
No children.....	40	.61	42	.58	30	.45	50	.65	39	.56
5 years and under.....	24	.37	26	.36	10	.14	37	.47	22	.31
6-12 years.....	15	.23	27	.36	14	.20	24	.30	19	.26
13-17 years.....	27	.42	33	.43	18	.26	36	.45	27	.38
Multiple age groups.....	16	.23	17	.22	8	.11	18	.23	13	.18
Employment of housewife:										
Outside full time.....	26	.41	36	.53	23	.34	38	.49	29	.43
Outside part time.....	28	.40	23	.30	20	.30	43	.52	26	.36
At home.....	26	.39	28	.38	14	.20	34	.43	24	.33
Age of housewife:										
Under 35 years.....	22	.34	20	.28	12	.18	27	.35	19	.27
35-44 years.....	17	.25	26	.34	12	.17	22	.29	18	.25
45 years and over.....	36	.53	37	.50	81	.31	49	.61	33	.46
Size of household:										
1 and 2 members.....	45	.68	43	.62	36	.55	55	.71	44	.63
3 members.....	26	.40	35	.46	20	.29	37	.49	29	.40
4 and 5 members.....	21	.31	25	.33	14	.20	23	.28	20	.28
6 or more members.....	11	.16	13	.18	3	.05	21	.24	9	.12
Residence:										
Farm.....	6	.10	13	.19	5	.08	14	.18	8	.12
Cities, by population:										
Under 2,500.....	25	.39	23	.34	11	.16	20	.27	17	.26
2,500-49,999.....	36	.52	30	.43	17	.24	33	.42	26	.37
50,000-499,999.....	22	.35	37	.48	24	.36	37	.49	29	.41
500,000 and over.....	27	.41	33	.43	24	.34	45	.55	31	.43

Table 9.--Canned pears: Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars
July.....	62	932	79	1,073	62	897	48	585	251	3,487
August.....	66	973	73	1,006	54	777	51	626	244	3,382
September.....	58	872	101	1,278	68	931	43	548	270	3,679
October.....	74	1,090	116	1,542	45	667	60	776	295	4,075
November.....	80	1,212	108	1,503	53	782	54	727	295	4,224
December.....	74	1,106	80	1,123	48	736	58	764	260	3,729
January.....	101	1,527	126	1,702	70	1,025	64	838	361	5,092
February.....	112	1,712	107	1,542	64	988	75	971	358	5,213
March.....	110	1,624	119	1,642	72	1,051	80	1,024	381	5,341
April.....	97	1,461	122	1,710	76	1,149	76	966	371	5,286
May.....	99	1,495	109	1,507	74	1,102	86	1,063	368	5,167
June.....	91	1,352	112	1,505	56	862	63	779	322	4,498
52-week total..	1,106	16,591	1,390	18,849	861	12,639	813	10,360	4,170	58,439

Table 10.--Canned pears: Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	1.5	0.02	1.6	0.02	1.1	0.02	2.1	0.03	1.5	0.02
August.....	1.6	.02	1.5	.02	1.0	.01	2.2	.03	1.4	.02
September.....	1.4	.02	2.1	.03	1.2	.02	1.8	.02	1.6	.02
October.....	1.7	.03	2.4	.03	.8	.01	2.6	.03	1.8	.02
November.....	1.9	.03	2.3	.03	1.0	.01	2.3	.03	1.8	.03
December.....	1.8	.03	1.7	.02	.9	.01	2.5	.03	1.5	.02
January.....	2.4	.04	2.6	.04	1.3	.02	2.7	.04	2.1	.03
February.....	2.6	.04	2.2	.03	1.2	.02	3.2	.04	2.1	.03
March.....	2.6	.04	2.5	.03	1.3	.02	3.4	.04	2.3	.03
April.....	2.3	.03	2.6	.04	1.4	.02	3.2	.04	2.2	.03
May.....	2.3	.04	2.3	.03	1.3	.02	3.7	.05	2.2	.03
June.....	2.1	.03	2.3	.03	1.0	.02	2.7	.03	1.9	.03
52-week total..	26.0	.39	29.1	.39	15.7	.23	34.9	.44	24.8	.35



Table 11.--Canned fruit cocktail: Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	19.3	18.6	14.7	20.2	17.9
August.....	19.0	16.3	14.5	19.5	17.0
September.....	19.5	16.3	15.0	19.0	17.2
October.....	19.9	19.9	15.4	20.4	18.7
November.....	26.4	21.1	17.7	20.1	21.3
December.....	24.6	19.9	18.1	19.7	20.6
January.....	26.1	20.7	16.1	18.4	20.4
February.....	27.8	23.2	17.3	20.5	22.2
March.....	27.5	21.0	16.6	25.4	22.1
April.....	26.6	22.0	19.2	23.7	22.6
May.....	25.9	22.1	18.9	22.9	22.3
June.....	23.5	20.7	15.7	23.4	20.4

Table 12.--Canned fruit cocktail: Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces	Pur-chases	Ounces
July.....	1.3	37.4	1.3	39.4	1.4	40.8	1.3	39.7	1.3	39.2
August.....	1.4	46.4	1.3	44.5	1.4	48.8	1.3	43.6	1.4	46.0
September.....	1.4	40.6	1.3	45.4	1.4	40.8	1.2	41.5	1.3	42.1
October.....	1.4	43.0	1.3	45.9	1.3	44.2	1.2	49.3	1.3	45.3
November.....	1.4	41.3	1.3	45.5	1.4	42.5	1.3	42.9	1.3	43.0
December.....	1.4	45.7	1.3	38.9	1.3	39.7	1.3	44.9	1.3	42.1
January.....	1.4	41.5	1.4	46.6	1.3	36.7	1.3	41.3	1.4	41.9
February.....	1.5	43.2	1.3	39.9	1.4	41.3	1.3	47.1	1.4	42.3
March.....	1.4	45.1	1.4	41.8	1.4	36.3	1.3	47.0	1.4	42.5
April.....	1.4	42.2	1.3	40.2	1.3	36.0	1.3	46.5	1.4	40.8
May.....	1.4	41.7	1.4	41.5	1.3	38.8	1.3	45.5	1.4	41.5
June.....	1.4	42.4	1.2	43.9	1.4	39.7	1.3	45.9	1.3	42.8



Table 13.--Canned fruit cocktail: Household purchases and expenditures per capita, United States, and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Ex- Purchases		Ex- Purchases		Ex- Purchases		Ex- Purchases		Ex- Purchases	
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	73	1.06	37	0.55	20	0.31	50	0.71	33	0.48
\$2,000-\$3,999.....	38	.57	33	.48	18	.27	42	.58	28	.41
\$4,000-\$5,999.....	38	.57	33	.48	23	.35	39	.55	33	.48
\$6,000 and over.....	40	.58	37	.54	31	.47	37	.51	37	.53
Age of children:										
No children.....	49	.74	43	.64	37	.56	49	.69	44	.65
5 Years and under.....	47	.69	38	.56	20	.31	39	.55	35	.51
6-12 years.....	43	.60	31	.44	18	.26	33	.45	30	.43
13-17 years.....	44	.67	42	.59	22	.34	39	.53	36	.53
Multiple age groups.....	29	.42	26	.37	16	.24	30	.41	24	.34
Employment of housewife:										
Outside full time.....	41	.62	47	.68	26	.39	41	.58	37	.55
Outside part time.....	38	.55	27	.38	22	.33	44	.60	30	.44
At home.....	41	.60	34	.49	23	.34	39	.54	33	.48
Age of housewife:										
Under 35 years.....	37	.55	31	.45	18	.27	39	.55	29	.43
35-44 years.....	37	.52	31	.44	23	.34	32	.44	30	.43
45 years and over.....	46	.69	40	.59	27	.41	45	.62	38	.56
Size of household:										
1 and 2 members.....	56	.85	49	.73	36	.56	53	.76	48	.72
3 members.....	45	.67	37	.54	34	.50	39	.55	39	.56
4 and 5 members.....	35	.50	32	.45	19	.28	37	.51	29	.42
6 or more members.....	28	.40	23	.32	15	.22	21	.28	20	.28
Residence:										
Farm.....	26	.41	25	.37	17	.26	33	.48	21	.32
Cities, by population:										
Under 2,500.....	40	.59	36	.53	20	.30	28	.41	28	.42
2,500-49,999.....	51	.75	43	.63	20	.31	37	.52	34	.50
50,000-499,999.....	38	.57	43	.63	31	.46	49	.68	38	.56
500,000 and over.....	41	.60	30	.43	28	.41	39	.52	36	.52

Table 14.--Canned fruit cocktail: Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars
July.....	96	1,369	109	1,572	90	1,313	63	840	358	5,094
August.....	117	1,614	108	1,545	107	1,541	66	875	398	5,575
September.....	105	1,472	111	1,562	92	1,355	61	837	369	5,226
October.....	114	1,620	137	1,885	102	1,496	78	1,047	431	6,048
November.....	145	2,118	144	2,032	113	1,673	67	934	469	6,757
December.....	149	2,145	116	1,693	108	1,630	69	953	442	6,421
January.....	143	2,177	144	2,073	90	1,374	59	855	436	6,479
February.....	159	2,361	138	2,037	108	1,622	75	1,068	480	7,088
March.....	164	2,436	131	1,962	91	1,418	93	1,305	479	7,121
April.....	149	2,291	132	1,971	104	1,627	86	1,224	471	7,113
May.....	143	2,169	137	2,056	111	1,700	81	1,161	472	7,086
June.....	132	2,016	136	1,978	94	1,429	84	1,193	446	6,616
52-week total..	1,724	25,430	1,681	24,371	1,269	19,125	920	12,841	5,594	81,767

Table 15.--Canned fruit cocktail: Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	2.2	0.03	2.3	0.03	1.6	0.02	2.7	0.04	2.1	0.03
August.....	2.8	.04	2.3	.03	1.9	.03	2.8	.04	2.4	.03
September.....	2.5	.03	2.3	.03	1.7	.02	2.6	.04	2.2	.03
October.....	2.7	.04	2.9	.04	1.9	.03	3.4	.04	2.6	.04
November.....	3.4	.05	3.0	.04	2.1	.03	2.9	.04	2.8	.04
December.....	3.5	.05	2.4	.04	2.0	.03	3.0	.04	2.6	.04
January.....	3.4	.05	3.0	.04	1.6	.03	2.5	.04	2.6	.04
February.....	3.8	.06	2.9	.04	2.0	.03	3.2	.05	2.8	.04
March.....	3.9	.06	2.8	.04	1.6	.03	4.0	.06	2.8	.04
April.....	3.5	.05	2.8	.04	1.9	.03	3.7	.05	2.8	.04
May.....	3.4	.05	2.9	.04	2.0	.03	3.5	.05	2.8	.04
June.....	3.1	.05	2.8	.04	1.7	.03	3.6	.05	2.6	.04
52-week total..	40.6	.60	35.2	.51	23.1	.35	39.5	.55	33.2	.49

Table 16.--Canned corn: Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	33.2	32.7	28.5	29.6	31.1
August.....	24.4	24.6	25.0	24.3	24.6
September.....	27.7	29.6	28.8	29.1	28.8
October.....	38.1	35.5	31.7	33.8	34.8
November.....	39.6	38.3	32.3	35.6	36.5
December.....	40.3	35.9	33.7	33.1	36.0
January.....	45.2	42.1	37.9	37.9	41.0
February.....	42.7	41.3	37.2	38.5	40.0
March.....	41.9	42.1	36.7	35.3	39.4
April.....	40.1	40.0	36.6	36.9	38.5
May.....	37.2	38.3	32.7	33.4	35.6
June.....	34.1	34.6	28.1	28.2	31.6

Table 17.--Canned corn: Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-		Pur-		Pur-		Pur-		Pur-	
	chases	Ounces	chases	Ounces	chases	Ounces	chases	Ounces	chases	Ounces
July.....	1.6	45.5	1.5	48.3	1.8	50.6	1.5	45.3	1.6	47.7
August.....	1.6	41.1	1.5	47.2	1.6	47.8	1.5	45.5	1.5	45.6
September.....	1.6	46.0	1.6	54.8	1.7	51.9	1.4	48.6	1.6	50.8
October.....	1.6	48.9	1.6	54.0	1.6	45.7	1.5	52.7	1.6	50.2
November.....	1.7	48.7	1.6	51.8	1.8	51.7	1.6	48.5	1.7	50.4
December.....	1.7	43.7	1.6	44.8	1.7	49.8	1.6	48.4	1.7	46.4
January.....	1.7	45.1	1.6	47.5	1.9	51.3	1.5	47.9	1.7	47.9
February.....	1.6	44.5	1.6	52.1	1.9	53.0	1.6	46.4	1.7	49.4
March.....	1.6	46.9	1.6	49.3	1.8	47.4	1.5	50.0	1.6	48.2
April.....	1.6	42.9	1.6	50.4	1.8	50.9	1.6	49.5	1.6	48.4
May.....	1.6	43.2	1.5	46.5	1.8	50.3	1.6	49.9	1.6	47.1
June.....	1.5	39.5	1.6	50.4	1.8	50.5	1.4	41.4	1.6	46.1

Table 18.--Canned corn: Household purchases and expenditures per capita, United States and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Expenditures		Expenditures		Expenditures		Expenditures		Expenditures	
	Purchases	Expenditures	Purchases	Expenditures	Purchases	Expenditures	Purchases	Expenditures	Purchases	Expenditures
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	75	0.82	92	0.99	60	0.69	77	0.90	69	0.79
\$2,000-\$3,999.....	76	.82	70	.77	59	.68	84	.94	68	.76
\$4,000-\$5,999.....	74	.85	81	.86	62	.71	71	.79	73	.81
\$6,000 and over.....	63	.72	69	.76	55	.64	64	.70	63	.71
Age of children:										
No children.....	75	.85	83	.94	69	.82	78	.91	76	.88
5 years and under.....	67	.79	81	.92	75	.85	73	.85	74	.85
6-12 years.....	76	.86	77	.79	60	.70	68	.76	70	.78
13-17 years.....	71	.84	76	.80	59	.68	75	.81	69	.78
Multiple age groups.....	63	.69	64	.66	48	.54	59	.62	57	.62
Employment of housewife:										
Outside full time.....	79	.94	81	.92	59	.70	77	.87	73	.84
Outside part time.....	56	.64	61	.66	54	.63	83	.88	60	.67
At home.....	69	.77	75	.81	59	.68	68	.76	67	.75
Age of housewife:										
Under 35 years.....	72	.84	75	.82	67	.78	75	.85	72	.81
35-44 years.....	74	.81	73	.78	54	.60	62	.68	65	.72
45 years and over.....	65	.73	76	.83	57	.67	73	.81	67	.75
Size of household:										
1 and 2 members.....	81	.94	92	1.04	74	.90	86	.99	84	.97
3 members.....	72	.83	79	.87	68	.77	77	.88	74	.83
4 and 5 members.....	63	.72	68	.74	60	.70	65	.71	64	.72
6 or more members.....	67	.69	62	.61	45	.50	47	.47	53	.56
Residence:										
Farm.....	25	.26	52	.57	32	.37	51	.56	39	.44
Cities, by population:										
Under 2,500.....	60	.66	74	.79	56	.63	77	.85	64	.70
2,500-49,999.....	85	.90	81	.92	69	.81	80	.93	77	.88
50,000-499,999.....	71	.79	81	.87	74	.86	83	.89	76	.85
500,000 and over.....	71	.82	78	.84	66	.76	59	.68	71	.80

Table 19.--Canned corn: Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Ex-		Ex-		Ex-		Ex-		Ex-	
	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-
	chases	tures	chases	tures	chases	tures	chases	tures	chases	tures
	Mil.	Thou.	Mil.	Thou.	Mil.	Thou.	Mil.	Thou.	Mil.	Thou.
	ounces	dollars	ounces	dollars	ounces	dollars	ounces	dollars	ounces	dollars
July.....	200	2,075	236	2,344	217	2,422	105	1,120	758	7,961
August.....	133	1,435	173	1,766	181	1,975	86	915	573	6,091
September.....	169	1,814	243	2,558	225	2,463	110	1,178	747	8,013
October.....	247	2,673	287	2,992	219	2,431	138	1,438	891	9,534
November.....	255	2,824	296	3,146	252	2,863	135	1,496	938	10,329
December.....	233	2,739	240	2,674	254	2,930	125	1,409	852	9,752
January.....	270	3,152	299	3,288	293	3,405	141	1,595	1,003	11,440
February.....	252	2,934	322	3,574	297	3,462	139	1,598	1,010	11,568
March.....	260	2,995	311	3,512	262	3,148	138	1,566	971	11,221
April.....	228	2,736	301	3,417	281	3,347	142	1,687	952	11,187
May.....	213	2,571	266	3,079	248	2,977	129	1,509	856	10,136
June.....	178	2,188	260	3,041	214	2,583	91	1,089	743	8,901
52-week total..	2,960	33,415	3,575	38,816	3,245	37,411	1,642	18,324	11,422	127,966

Table 20.--Canned corn: Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Ex-		Ex-		Ex-		Ex-		Ex-	
	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-
	chases	tures	chases	tures	chases	tures	chases	tures	chases	tures
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	4.7	0.05	5.0	0.05	4.0	0.04	4.5	0.05	4.5	0.05
August.....	3.1	.03	3.6	.04	3.3	.04	3.7	.04	3.4	.04
September.....	4.0	.04	5.1	.05	4.1	.04	4.7	.05	4.4	.05
October.....	5.8	.06	6.0	.06	4.0	.04	6.0	.06	5.3	.06
November.....	6.0	.07	6.2	.07	4.6	.05	5.8	.06	5.6	.06
December.....	5.5	.06	5.0	.06	4.6	.05	5.4	.06	5.1	.06
January.....	6.4	.07	6.3	.07	5.3	.06	6.1	.07	6.0	.07
February.....	5.9	.07	6.7	.07	5.4	.06	6.0	.07	6.0	.07
March.....	6.1	.07	6.5	.07	4.8	.06	5.9	.07	5.8	.07
April.....	5.4	.06	6.3	.07	5.1	.06	6.1	.07	5.6	.07
May.....	5.0	.06	5.6	.06	4.5	.05	5.6	.06	5.1	.06
June.....	4.2	.05	5.4	.06	3.9	.05	3.9	.05	4.4	.05
52-week total..	69.7	.79	74.9	.81	59.1	.68	70.4	.79	67.8	.76



Table 21.--Canned snap beans (green and wax): Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	22.4	20.6	16.9	24.4	20.5
August.....	20.7	16.0	15.7	22.4	18.1
September.....	24.2	21.7	17.7	26.3	21.9
October.....	25.7	24.2	19.2	29.7	24.0
November.....	28.7	25.3	20.2	30.0	25.4
December.....	28.5	26.5	22.2	30.3	26.3
January.....	29.0	31.1	23.5	32.4	28.5
February.....	30.4	28.3	23.7	32.3	28.1
March.....	30.8	29.1	26.1	33.2	29.3
April.....	31.0	27.6	22.7	31.6	27.6
May.....	30.0	26.9	22.7	31.2	27.1
June.....	27.1	24.7	17.1	28.3	23.6

Table 22.--Canned snap beans (green and wax): Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces	Pur- chases	Ounces
July.....	1.6	40.7	1.6	47.1	1.5	45.4	1.5	43.1	1.5	44.1
August.....	1.6	39.9	1.5	48.5	1.6	50.8	1.5	48.2	1.6	46.5
September.....	1.7	44.0	1.5	47.7	1.7	57.5	1.4	52.2	1.6	49.8
October.....	1.7	45.5	1.6	51.9	1.6	50.8	1.5	50.1	1.6	49.5
November.....	1.6	48.9	1.6	49.7	1.7	57.6	1.5	49.8	1.6	51.4
December.....	1.7	41.4	1.5	45.7	1.7	51.1	1.6	51.4	1.6	46.9
January.....	1.7	44.6	1.6	51.9	1.7	54.2	1.6	50.1	1.6	50.2
February.....	1.8	46.6	1.6	52.4	1.7	54.4	1.6	51.3	1.7	51.1
March.....	1.7	41.3	1.6	51.0	1.7	50.7	1.6	52.1	1.7	48.5
April.....	1.6	41.4	1.6	46.7	1.7	53.9	1.6	51.7	1.6	47.8
May.....	1.6	41.8	1.6	47.8	1.7	51.1	1.5	48.7	1.6	47.0
June.....	1.6	43.4	1.5	44.5	1.7	52.2	1.5	46.7	1.6	46.2



Table 23.--Canned snap beans (green and wax): Household purchases and expenditures per capita, United States, and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Ex-		Ex-		Ex-		Ex-		Ex-	
	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-	Pur-	pendi-
	chases	tures	chases	tures	chases	tures	chases	tures	chases	tures
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	43	0.52	51	0.57	21	0.24	57	0.69	33	0.38
\$2,000-\$3,999.....	52	.59	39	.45	33	.38	74	.83	42	.49
\$4,000-\$5,999.....	49	.57	53	.58	45	.51	56	.69	50	.57
\$6,000 and over.....	48	.62	56	.66	58	.74	66	.80	56	.69
Age of children:										
No children.....	57	.73	61	.73	58	.73	73	.89	61	.75
5 years and under.....	65	.83	56	.68	39	.45	59	.72	53	.65
6-12 years.....	40	.47	44	.51	39	.46	67	.80	44	.52
13-17 years.....	49	.62	70	.75	45	.54	90	1.09	60	.70
Multiple age groups.....	38	.42	39	.41	28	.31	45	.52	35	.39
Employment of housewife:										
Outside full time.....	62	.82	62	.79	46	.57	62	.76	57	.72
Outside part time.....	48	.60	48	.54	44	.51	74	.87	50	.59
At home.....	46	.54	50	.56	38	.45	63	.76	47	.55
Age of housewife:										
Under 35 years.....	55	.69	46	.52	37	.42	56	.68	47	.55
35-44 years.....	40	.46	48	.53	41	.48	61	.74	45	.52
45 years and over.....	51	.63	57	.67	41	.51	70	.85	53	.63
Size of household:										
1 and 2 members.....	68	.87	65	.78	68	.85	78	.97	69	.86
3 members.....	47	.60	64	.73	50	.62	72	.90	56	.69
4 and 5 members.....	42	.49	44	.51	34	.40	57	.68	42	.49
6 or more members.....	38	.42	39	.37	25	.27	42	.44	33	.34
Residence:										
Farm.....	20	.21	21	.23	12	.14	34	.41	17	.20
Cities, by population:										
Under 2,500.....	41	.51	35	.41	30	.36	60	.71	36	.44
2,500-49,999.....	62	.71	67	.79	53	.62	79	1.00	63	.74
50,000-499,999.....	50	.59	66	.76	55	.65	82	.96	61	.71
500,000 and over.....	49	.61	55	.61	59	.73	51	.62	52	.63

Table 24.--Canned snap beans (green and wax): Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	tures	chases	tures	chases	tures	chases	tures	chases	tures
	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars
July.....	120	1,478	145	1,734	116	1,376	82	983	463	5,571
August.....	109	1,376	116	1,294	121	1,401	84	1,045	430	5,116
September.....	141	1,692	155	1,722	153	1,795	107	1,241	556	6,450
October.....	155	1,867	188	2,132	147	1,769	116	1,397	606	7,165
November.....	186	2,153	188	2,148	176	2,034	116	1,428	666	7,763
December.....	156	2,004	181	2,130	171	2,103	122	1,480	630	7,717
January.....	171	2,122	241	2,652	192	2,305	126	1,543	730	8,622
February.....	187	2,282	222	2,461	194	2,356	129	1,581	732	8,680
March.....	168	2,130	221	2,551	200	2,474	135	1,629	724	8,784
April.....	170	2,093	192	2,237	184	2,199	128	1,577	674	8,106
May.....	166	2,012	192	2,238	175	2,106	119	1,432	652	7,788
June.....	156	1,898	164	1,910	135	1,622	103	1,248	558	6,678
52-week total..	2,063	25,091	2,474	28,251	2,191	26,178	1,484	17,877	8,212	97,397

Table 25.--Canned snap beans (green and wax): Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	tures	chases	tures	chases	tures	chases	tures	chases	tures
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	2.8	0.03	3.0	0.04	2.1	0.03	3.5	0.04	2.8	0.03
August.....	2.6	.03	2.4	.03	2.2	.03	3.6	.04	2.6	.03
September.....	3.3	.04	3.2	.04	2.8	.03	4.6	.05	3.3	.04
October.....	3.6	.04	3.9	.04	2.7	.03	5.0	.06	3.6	.04
November.....	4.4	.05	3.9	.04	3.2	.04	5.0	.06	4.0	.05
December.....	3.7	.05	3.8	.04	3.1	.04	5.2	.06	3.7	.05
January.....	4.0	.05	5.0	.06	3.5	.04	5.4	.07	4.3	.05
February.....	4.4	.05	4.6	.05	3.5	.04	5.5	.07	4.4	.05
March.....	4.0	.05	4.6	.05	3.6	.05	5.8	.07	4.3	.05
April.....	4.0	.05	4.0	.05	3.4	.04	5.5	.07	4.0	.05
May.....	3.9	.05	4.0	.05	3.2	.04	5.1	.06	3.9	.05
June.....	3.7	.04	3.4	.04	2.4	.03	4.4	.05	3.3	.04
52-week total..	48.6	.59	51.8	.59	39.9	.48	63.7	.77	48.8	.58

Table 26.--Canned peas: Percentage of families buying, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast	North Central	South	West	United States
	Percent	Percent	Percent	Percent	Percent
July.....	34.1	29.8	30.6	25.6	30.5
August.....	31.6	26.7	27.9	22.0	27.6
September.....	34.6	32.1	31.5	25.8	31.6
October.....	37.6	34.7	34.0	27.4	34.1
November.....	41.7	36.3	34.8	25.6	35.7
December.....	39.9	33.6	36.2	26.8	34.9
January.....	44.3	40.8	38.7	28.2	39.2
February.....	42.4	38.0	40.3	28.8	38.4
March.....	42.1	38.7	41.4	27.0	38.6
April.....	42.3	35.0	39.3	28.0	37.1
May.....	35.4	34.3	35.5	27.2	33.8
June.....	36.3	33.2	31.6	25.4	32.4

Table 27.--Canned peas: Number of purchases and quantity purchased per buying family, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	<u>Pur-</u> <u>chases</u>	<u>Ounces</u>	<u>Pur-</u> <u>chases</u>	<u>Ounces</u>	<u>Pur-</u> <u>chases</u>	<u>Ounces</u>	<u>Pur-</u> <u>chases</u>	<u>Ounces</u>	<u>Pur-</u> <u>chases</u>	<u>Ounces</u>
July.....	1.5	45.8	1.5	44.1	1.6	46.3	1.4	44.4	1.5	45.3
August.....	1.6	46.5	1.5	49.4	1.6	46.4	1.5	51.6	1.5	47.9
September....	1.6	50.0	1.5	46.9	1.6	47.1	1.3	46.3	1.5	47.8
October.....	1.6	52.8	1.5	51.8	1.6	46.1	1.4	52.7	1.5	50.5
November.....	1.6	49.2	1.5	49.3	1.6	47.1	1.4	49.6	1.6	48.7
December.....	1.6	47.6	1.5	43.4	1.6	47.6	1.4	41.7	1.5	45.7
January.....	1.7	49.3	1.5	52.1	1.6	48.6	1.4	47.6	1.6	49.7
February.....	1.7	51.7	1.5	50.2	1.7	48.8	1.5	48.0	1.6	50.0
March.....	1.6	46.9	1.4	45.5	1.6	48.1	1.4	46.0	1.5	46.8
April.....	1.6	48.0	1.5	49.0	1.6	48.0	1.3	43.7	1.5	47.7
May.....	1.6	49.6	1.4	44.3	1.6	48.4	1.3	46.2	1.5	47.2
June.....	1.5	46.4	1.5	48.2	1.6	46.4	1.4	44.8	1.5	46.7

Table 28.--Canned peas: Household purchases and expenditures per capita, United States and regions, by family characteristics, July 1958 to June 1959

Family characteristics	Northeast		North Central		South		West		United States	
	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-
	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases
	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.	Oz.	Dol.
Family income:										
Under \$2,000.....	88	0.99	91	0.91	49	0.54	42	0.48	61	0.66
\$2,000-\$3,999.....	79	.82	66	.67	51	.53	68	.68	62	.64
\$4,000-\$5,999.....	83	.90	65	.66	68	.77	53	.58	70	.75
\$6,000 and over.....	67	.76	67	.70	71	.81	51	.55	65	.71
Age of children:										
No children.....	92	1.05	81	.88	82	.92	61	.67	81	.90
5 years and under.....	80	.90	65	.69	61	.67	62	.67	67	.74
6-12 years.....	80	.83	62	.62	61	.69	53	.55	65	.69
13-17 years.....	72	.82	87	.81	61	.65	59	.62	71	.74
Multiple age groups.....	59	.61	52	.50	45	.49	41	.41	50	.51
Employment of housewife:										
Outside full time.....	80	.91	69	.76	68	.76	62	.66	70	.78
Outside part time.....	93	1.04	69	.70	57	.64	53	.56	69	.75
At home.....	74	.80	68	.68	59	.64	52	.56	64	.68
Age of housewife:										
Under 35 years.....	75	.84	58	.59	58	.63	54	.57	62	.66
35-44 years.....	71	.73	59	.60	57	.62	49	.52	61	.63
45 years and over.....	80	.91	79	.81	64	.72	57	.62	71	.78
Size of household:										
1 and 2 members.....	98	1.11	84	.93	91	1.02	60	.66	85	.95
3 members.....	84	.96	73	.74	77	.86	66	.73	76	.84
4 and 5 members.....	65	.70	62	.62	59	.65	53	.55	61	.64
6 or more members.....	61	.59	54	.50	36	.38	32	.31	45	.44
Residence:										
Farm.....	68	.66	50	.50	32	.34	52	.53	42	.43
Cities, by population										
Under 2,500.....	68	.75	67	.66	53	.59	57	.61	60	.64
2,500-49,999.....	82	.92	79	.84	67	.74	70	.79	73	.80
50,000-499,999.....	71	.75	67	.68	74	.82	59	.60	69	.73
500,000 and over.....	79	.87	71	.74	89	.96	42	.45	72	.78

Table 29.--Canned peas: Total household purchases and expenditures, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars	Mil. ounces	Thou. dollars
July.....	207	2,280	196	2,027	214	2,330	88	937	705	7,574
August.....	195	2,056	197	1,902	195	2,072	89	923	676	6,953
September.....	229	2,450	225	2,306	224	2,522	93	974	771	8,252
October.....	263	2,839	269	2,696	236	2,618	112	1,166	880	9,319
November.....	272	3,000	268	2,763	247	2,744	99	1,062	886	9,569
December.....	251	2,865	218	2,297	260	2,945	87	944	816	9,051
January.....	289	3,221	318	3,095	283	3,122	104	1,124	994	10,562
February.....	290	3,167	285	2,801	296	3,321	108	1,178	979	10,467
March.....	262	2,868	263	2,756	300	3,298	97	1,044	922	9,966
April.....	269	3,006	256	2,678	284	3,065	95	1,033	904	9,782
May.....	232	2,514	227	2,367	259	2,822	98	1,045	816	8,748
June.....	223	2,351	239	2,454	221	2,405	89	956	772	8,166
52-week total..	3,229	35,367	3,242	33,164	3,307	36,459	1,256	13,395	11,034	118,385

Table 30.--Canned peas: Household purchases and expenditures per capita, United States and regions, by months (28 days), July 1958 to June 1959

Months	Northeast		North Central		South		West		United States	
	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-	Pur-	Ex-
	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures	chases	pendi- tures
	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars	Ounces	Dollars
July.....	4.9	0.05	4.1	0.04	3.9	0.04	3.8	0.04	4.2	0.04
August.....	4.6	.05	4.1	.04	3.6	.04	3.8	.04	4.0	.04
September.....	5.4	.06	4.7	.05	4.1	.05	4.0	.04	4.6	.05
October.....	6.2	.07	5.6	.06	4.3	.05	4.8	.05	5.2	.06
November.....	6.4	.07	5.6	.06	4.5	.05	4.2	.05	5.3	.06
December.....	5.9	.07	4.6	.05	4.7	.05	3.7	.04	4.8	.05
January.....	6.8	.08	6.6	.06	5.2	.06	4.5	.05	5.9	.06
February.....	6.8	.07	6.0	.06	5.4	.06	4.6	.05	5.8	.06
March.....	6.2	.07	5.5	.06	5.5	.06	4.2	.04	5.5	.06
April.....	6.3	.07	5.4	.06	5.2	.06	4.1	.04	5.4	.06
May.....	5.5	.06	4.8	.05	4.7	.05	4.2	.04	4.8	.05
June.....	5.3	.06	5.0	.05	4.0	.04	3.8	.04	4.6	.05
52-week total..	76.1	.83	67.9	.69	60.2	.66	53.9	.57	65.5	.70











